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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/236,886	01/26/1999	CHIHARU HIRONO	7217/57620	9853

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EXAMINER

GOOD JOHNSON, MOTILEWA

ART UNIT

PAPER NUMBER

2672

DATE MAILED: 08/28/2003

27

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/236,886

Applicant(s)

HIRONO, CHIHARU

Examiner

Motilewa A. Good-Johnson

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 13 June 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1 and 27 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1 and 27 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____. 6) ☐ Other: _____

DETAILED ACTION

1. This action is responsive to communications: application, filed on 01/26/1999; Priority filed on 01/26/1999; Preliminary Amendment A, filed on 03/22/1999; Amendment B, filed on 05/03/2001; Amendment C, filed on 01/16/2002; Amendment D, filed on 05/15/2002; Preliminary Amendment E, filed on 12/09/2002; Amendment F, filed 06/13/2003.

This action is made final.

2. Claims 1 and 27 are pending in the case. Claims 1 and 27 are independent claims. Claims 2-26 have been canceled. Claim 27 has been added.

3. The present title of the application is "Information Displaying System, Information Providing Apparatus, and Information Providing Method" (as originally filed).

Claim Rejections - 35 USC § 112

4. Claim 1 is rejected under 35 U.S.C. 112, first paragraph, as containing subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

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Claims that are listed above as being rejected but not specifically discussed are rejected based upon dependency of a rejected independent claim and incorporating all the errors therein.

Claim 1 recites the limitation of a correspondence determination section.

Examiner finds insufficient support in the specification for the claimed feature.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1, 4-9, 12-15 and 19-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dunworth et al., U.S. Patent Number 5,930,474, "Internet Organizer for Accessing Geographically and Topically Based Information", class 395/200.47.

An per independent claim 1, **an information displaying system including a server apparatus . . . comprising: information displaying means . . . ;** Dunworth et al. discloses, col. 19, lines 46-57; **display commanding means . . . ;** Dunworth et al., col. 18, lines 60-67; **first data storing means for storing map drawing element data . . . ;** Dunworth et al. discloses image map file, col. 13, lines 7-19; **second data storing means for storing said geographical location corresponding to contents displayed . . . ; third data storing means for storing advertisement data and second attribute information;** Dunworth et al. discloses a geography database and a

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geographical search engine, col. 18, lines 39-54; **and map drawing command means . . . for searching said first data storing means to draw said map corresponding to said geographic location . . . in accordance with a command received from said map drawing commanding means . . .** Dunworth et al. discloses in figures 2B, 5 and figure 14, element 1430.

However, it is noted that Dunworth fails to disclose an identification code per se. Dunworth discloses in col. 1, lines 47-51, information exchanged over the Internet is often encoded to define document content information and other sites on the Internet. It would have been obvious to one of ordinary skill in the art at the time of the invention that said encoding of content information would constitute an identification code.

Claim Rejections - 35 USC § 102

7. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

8. Claim 27 is rejected under 35 U.S.C. 102(b) as being anticipated by Bouve et al., "System and Methods for Remotely Accessing a Selected Group of Items of Interest from a Database", class 707/104.1, 10/29/1997.

As per independent claim 27, a method for sending a plurality of advertisements and a map, over a network . . . comprising: receiving the single request from the user

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terminal; (Bouve discloses generating a request signal responsive to user input, col. 2, lines 26-31, and further disclose a local mode in which the user is within a geographic vicinity and selects an item of interest, col. 6, lines 53-60) searching and transmitting the map information corresponding to the receiving request; (Bouve discloses transmitting a portion of the information upon receipt of a request signal, col. 2, lines 18-21) searching and transmitting the plurality of advertisements corresponding to the received request; (Bouve discloses communicating at least one advertisement associated with one of the items of interest to the user, col. 2, lines 64-67) and enabling the display of both the map and the plurality of advertisements on the user terminal, (Bouve discloses displaying the geographic vicinity, i.e. map, with the item of interest which includes at least one advertisement, col. 2, lines 55-67) wherein the single request sent from the user terminal includes a unique identification code that is associated with a geographical location and with a type of business, and the type of business is associated with the plurality of advertisements to be displayed with the map. (Bouve discloses the advertisement is connected with at least one item of interest and are also connected with a selected category of business, col. 2, line 64 – col. 3, line 1, and further discloses software code which supports the database interaction with the port and relational management, col. 11, lines 27-30)

Response to Arguments

7. Applicant's arguments filed 12/09/2002 with respect to independent claim 1 have been fully considered but they are not persuasive.

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Applicant argues that Dunworth et al. fails to disclose an advertisement being displayed with a map selected by a user after a correspondence between first attribute information and second attribute information by a correspondence determination section. Dunworth discloses integrating geographically organized information with topical information, col. 2, lines 50-58. Dunworth further discloses accessing information relating to particular companies once it is determined the user has selected a topic for viewing as the system accesses a yellow pages database, thus providing determining means and a correspondence, col. 9, lines 55-67. It would have been obvious to one of ordinary skill in the art at the time of the invention that advertisements would constitute information relating to a particular company.

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

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6,487,538 B1 Gupta et al. 705/14 11/26/2002 11/16/1998

Method and apparatus for local advertising.

6,408,307 B1 Semple et al. 707/104.1 06/18/2002 08/28/1997

System and methods for remotely accessing a selected group of items of interest from a database.

9. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL.** See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Motilewa A. Good-Johnson whose telephone number is (703) 305-3939. The examiner can normally be reached on Monday - Friday 8:30 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mike Razavi can be reached on (703) 305-4713. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 872-9314 for regular communications and (703) 872-9314 for After Final communications.


Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 306-0377.

Motilewa A. Good-Johnson
Examiner
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mgj
August 13, 2003



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